

**REMARKS**

At the outset, Applicant thanks the Examiner for examining the pending application. The Final Office Action dated August 25, 2009 has been received and its contents carefully reviewed.

**Summary of the Office Action**

Claims 1-5, 7-12 and 14-16 are rejected.

The Office Actions rejects claims 1-5, 7-12 and 14-16 under 35 U.S.C. 103(a) as being unpatentable over Applicant's admission of prior art ("AAPA") in view of U.S. Patent No. 5,936,608 to Springer ("Springer"), U.S. Patent No. 6,778,160 to Kubota et al. ("Kubota"), U.S. Patent No. 6,697,250 to Kuo ("Kuo") and U.S. Patent No. 6,222,512 to Tajima et al. ("Tajima").

**Summary of the Response to the Office Action**

Applicant has amended claims 1, 7, and 9 to further define the invention. Accordingly, claims 1-5, 7-12 and 14-16 are presently pending. No new matter has been added. Reexamination and reconsideration of the pending claims are respectfully requested.

**Rejection Under 35 U.S.C 102 and 35 U.S.C. 103**

Claim 1 is allowable over the cited references in that claim 1 recites a combination of elements including, for example, “a memory temporarily storing the second and third data; a position designator designating the specific area of the liquid crystal display panel where the second data is implemented; a timing controller realigning the first to third data; a data driver applying the first data to the display area during the first field, and applying the second data to the specific area and the third data to the non-specific area during the second field; and a gate driver supplying a scan pulse, wherein the second data has different brightness level from the third data, and the third data is a black data, and wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then display the second data at the specific area and the third data at the remaining area in the second field.”

Claim 7 is allowable over the cited references in that claim 7 recites a combination of elements including, for example, “a gate driver supplying a scan pulse, wherein the second data has different brightness level from the third data, and the third data is a black data, and wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then display the second data at the specific area and the third data at the remaining area in the second field.”

Claim 9 is allowable over the cited references in that claim 9 recites a combination of elements including, for example, “applying the first data to the display area during the first field; and applying a second data to the specific area and applying a third data to the non-specific area during the second field, wherein the second data has different brightness level from the third data, and the third data is a black data, and wherein the liquid crystal display panel displays a video

signal of the first data in the first field, and then display the second data at the specific area and the third data at the remaining area in the second field.”

In particular, Springer does teach “Therefore, the predetermined conditions of operating system events which may be identified by the operation rules module 300 as requiring a variation in the brightness of the selected visual objects include; visual objects not in the computer system user’s focus; a visual object with drawing activity indicating that the visual object has come into the computer system user’s focus. A visual object no longer in the computer system user’s focus would require dimming with some possible exceptions, and a visual object with drawing activity which indicates that the visual object has come into the computer system user’s focus would be brightened.”

From Springer above, parameter is the predetermined conditions for a variation in the brightness. Thus, conditions is already set and become kinds of command values. Brightness levels of different objects are differently varied, i.e. dim or bright.

Also, Springer does not mean that the predetermined conditions are displayed on the liquid crystal display panel in one field in one frame.

In the claimed invention, our disclosure does teach that “wherein the liquid crystal display panel displays a video signal of the first data in the first field, and then display the second data at the specific area and the third data at the remaining area in the second field.”

Thus, Springer fails to disclose this feature of the claimed invention. In addition, none of AAPA, Kubota, Kuo and Tajima fails to disclose this feature of the claimed invention.

In addition, none of AAPA, Kubota, Kuo and Tajima fails to disclose this feature of the claimed invention.

None of the cited references, singly or in combination, teaches or suggests at least this feature of the claimed invention. Accordingly, Applicant respectfully submits that claims 1, 7, 9, and claims 2-5, 8, 10-12 and 14-16, which depend therefrom, are allowable over the cited references.

### **CONCLUSION**

In view of the foregoing Amendment Accompanied by RCE, Applicant respectfully requests reconsideration and the timely allowance of all pending claims. Should the Examiner feel that there are any issues outstanding after consideration of this response, the Examiner is invited to contact Applicant's undersigned representative to expedite prosecution.

If there are any other fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-0310. If a fee is required for an extension of time under

37 C.F.R. § 1.136 not accounted for above, such an extension is requested, and the fee should also be charged to our Deposit Account.

Respectfully submitted,  
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